

ROBYN

RooCruit

Creative Lead

Cape Town, South Africa

PROFESSIONAL SUMMARY

I am a vibrant and confident creative professional with natural leadership abilities and a passion for achieving excellence. Thriving in collaborative environments, I bring a determination and competitive spirit that drives continual improvement. With an extensive background across various design disciplines, I excel at taking the reins of creative projects and mentoring teams to deliver high-quality visual standards.

KEY SKILLS

Adobe Creative Suite

PenPot

Project Management

Design Thinking

Leadership & Mentoring

Google Suite

Branding & Identity

Social Media Strategy

Team Collaboration

PROFESSIONAL EXPERIENCE

Creative Lead

2024 – Present

Boutique Digital Marketing Agency

- Leading the creative department by defining and implementing rigorous design standards.
- Mentoring team members to foster professional growth and design excellence.
- Ensuring high-quality creative output across all agency deliverables.

Middle Weight Designer

2023 – 2024

Boutique Digital Marketing Agency

- Delivered high-quality visual designs and developed comprehensive brand guidelines.
- Contributed significantly to overarching creative strategies for diverse clients.

Graphic Designer

2020 – 2023

Specialized Creative Agency

- Focused on branding and creative execution for both virtual and in-person events.
- Managed promotional gifting design, monthly editorial layouts, and social media strategy.
- Collaborated on high-impact visual campaigns over a 2-year tenure.

Junior Designer

2020

Apparel Design Firm

- Created clothing prints and maintained the visual integrity of the company website.
- Developed industry-specific designs for the apparel market.

Junior Illustrator

2020

Media Production Studio

- Illustrated backgrounds for the cartoon series "Con se Storie" broadcast on Kyk Net.

Graphic Design Intern

2019

E-commerce Food Retailer

- Assisted with branding, social media strategy, and product photography for an Asian cuisine online store.

Junior Designer (Job Shadow)

2018

Premium Wallpaper Design Studio

- Gained exposure to industrial print making processes and wallpaper design creation.

| EDUCATION

Bachelor of Design in Graphic Design

Inscape Education Group | 2017 – 2019

Scholarship Student

Matriculation

Milnerton High School | 2012 – 2016

76% Average with 2 Distinctions